



Market Research & Consulting  
**SEED PLANNING**

# COMPANY PROFILE

Seed Planning Inc.

<https://www.seedplanning.co.jp/>

# OVERVIEW

Company name	Seed Planning Inc. ( <a href="https://www.seedplanning.co.jp/">https://www.seedplanning.co.jp/</a> )
Capital Stock	35,000,000 JPY
Establishment	February 1983
Representative Director	Yoshio Umeda
Board Member	Yoshiko Takiguchi, Yuko Igarashi, Sonoko Shiokawa, Yuichi Saisu, Tomoyuki Noshita, Tomoko Kometani
Employee	120 (including group companies)
Office	Tokyo Office/Head Office 〒113-0034 4F Yushima First Building, 3-19-11 Yushima, Bunkyo-ku, Tokyo <b>Osaka Office</b> 〒531-0072 4F Kita-Umeda Omiya Building, 5-6-2 Toyosaki, Kita-ku, Osaka-shi, Osaka <b>Sendai Office</b> 〒980-8573 532 Tohoku Medical Megabank Building, 2-1 Seiryō-cho, Aoba-ku, Sendai-shi, Miyagi
Contact	Tel: 03-3835-9211 Fax: 03-3831-0495 Email: <a href="mailto:info@seedplanning.co.jp">info@seedplanning.co.jp</a>
Affiliated Company	SPI Information, Inc. Seed Solutions, Inc. Medcircle Inc. WELFAIR Corporation Digital Infact, Inc.

# HISTORY

1983	• Seed Planning Inc. established. • Inauguration of Electronics Division	2015	• Launch of the “Study Group on Business Opportunities in a Hydrogen Society”. • With the expansion of business activities, Utic Corporation, an affiliated company, changed its name to Seed Solutions Corporation
1984	• Inauguration of the Pharmaceutical Division	2016	• Digital Infact, Inc. is established to research, evaluate, and calculate the size of the digital industry market. • Pharma AI Forum (PHAIFO), an AI research group for the pharmaceutical industry, is launched.
1993	• Office relocated due to business expansion (Taito, Taito-ku, Tokyo) • Inauguration of the “Near Future Image Forum	2017	• Inauguration of “Medical Vision Forum for the 21st Century” • Inauguration of the “Forum for Near-Future Medicine”
1995	• Launch of the “Patient and Epidemiology Study Group”	2018	• Inauguration of the “Study Group for the Creation of AI and Robotics Businesses for Nursing Care” • Reorganization of the “Study Group on Business Opportunities in Hydrogen Society” into the “Forum for New Business Creation in Hydrogen and Renewable Energy Society” • The “MaaS Study Group” and the “Medical Outcomes Study Group” are established.
2004	• Office relocated (Ueno, Taito-ku, Tokyo) due to business expansion. • Inauguration of “Joint Study Group for Medical and Nursing Care”	2019	• Assignment of four new directors • Received 3 stars from “Eruboshi”
2005	• Osaka branch office opened (Yodogawa-ku, Osaka) • Acquired Privacy Mark Started online research by physician monitors.	2021	• Obtained ISO27001/ISMS certification • Launched “Next-generation Care Management Research Group”
2009	• Domestic and international research report sales agency division incorporated to form SPI Information Co. • Inauguration of the Environment and Energy Division	2022	• Launched “The Seed Thanks Society” • Expanded head office to three floors (8th floor office added)
2011	• Moved to current office due to business expansion (Yushima, Bunkyo-ku, Tokyo) • Establishment of the “Study Group for Building a Resilient Nation Against Earthquakes”.	2023	• 40th Anniversary Party held at Ueno Toutenkou (May 19th)
2012	• Moved Osaka branch office due to business expansion (Toyosaki, Kita-ku, Osaka)	2024	• Sendai office opened due to business expansion (Aoba-ku, Sendai, Miyagi)
2013	• Capital participation in home-visit care provider Welfair Ltd. in Kawaguchi City, Saitama Prefecture (converted to a joint stock company in 2015).		
2014	• Study Group on “Creation of New Services Utilizing Information and Communications” established (reorganized as the Study Group on “Building a Resilient Nation Against Earthquakes”).		



# ABOUT SEED PLANNING

**Seed Planning is a market research and consulting company with over 40 years of history.**

We specialize in specific areas of expertise, and in each field we leverage our wide-ranging networks in industry, government, and academia to provide high-added-value research and consulting services. We optimally balance market research and consulting depending on the theme and meet our clients' needs not only by understanding the actual situation, but also by providing specific recommendations for the next steps to take to resolve issues.

**Supporting government and organization operations based on a great deal of experience**

**Market research using knowledge sources built up through publishing our own research reports**

**Providing valuable consulting services based on deep, specialized knowledge and experience**

**Utilizing a wide range of networks, we plan and manage cutting-edge research meetings and forums**

## Trading Performance

### < Government agencies and local governments >

Cabinet Office / Digital Agency / Ministry of Internal Affairs and Communications, etc.

### < Private Enterprise >

Ajinomoto Co., Inc. / Astellas Pharma Inc. / Citizen Japan Co., Ltd. / Shimadzu Corporation / Sony Corporation / Daiichi Sankyo Co., Ltd., etc.

### < Industry associations and academic institutions >

Central Research Institute of Electric Power Industry / Institute of New Pharmaceutical Combinations, etc.

## 01 MEDICAL

Research and consulting services for your business issues in the medical field



We provide the highest quality services while adapting to the changing environment, based on our experience in primary research (qualitative and quantitative) and secondary research in the medical field both in Japan and overseas. We also provide research consulting in a wide range of fields, from pre-disease and prevention to testing, diagnosis, treatment, prognosis, and nursing care, as well as lifestyle-related diseases, cancer, and rare diseases.

Leveraging our extensive experience in interviewing and surveying medical professionals and patients, as well as our network with experts and knowledgeable people, we support our clients' decision-making and strategy planning by conducting acceptability assessments of pharmaceuticals, medical devices, medical IT, building business models, and conducting competitive analyses. As a partner in the medical field, we are constantly evolving to solve our clients' business issues and contribute to improving patient experience through market research consulting.

### Marketing/Consulting

- New drugs for rare diseases
- Launch strategy consulting
- Patient journey research for menopausal medication consulting for high-precision cancer medication entry
- Survey to grasp the actual situation of pathologists

And many more

## 02 DRUG DISCOVERY·BIOTECHNOLOGY



### Trend research and support for the medical industry

We regularly investigate the latest trends and technological trends in the drug discovery and biotechnology industries. We conduct original research across a wide range of topics, including management indicators, organization, R&D, sales activities, and overseas expansion.

- We provide research consulting on the latest trends in the pharmaceutical industry, utilizing extensive data based on over 40 survey results.
- We grasp domestic and international research trends in notable life science technologies such as regenerative medicine and genome/genetic information. It enables us to provide optimal information on the latest innovations to create new business opportunities.
- We also focus on pharmaceutical outsourcing, regularly investigating safety testing organizations, CROs/SMOs, pharmaceutical intermediates/APIs, formulation contracts, packaging contract companies, and biopharmaceutical CDMOs, and provide publication of research reports and related contracted research and consulting.
- We provide various research and consulting services, such as investigating regulatory systems and searching for business partners, to bridge and commercialize technological seeds originating from academia. We contribute to the development of the drug discovery and biotechnology fields through our specialized knowledge and abundant data.

#### Marketing/Consulting

- Research on drug discovery
- Business expansion strategy planning for antibody drug discovery support
- Consulting
- Market research on biomaterials using peptides (qualitative research)
- Expert interview survey on measures against infectious diseases and antimicrobial resistance (AMR), which are global threats
- Research on regulatory trends and market potential related to mRNA development



# BUSINESS FIELD

## 03 | HEALTHCARE · NURSING CARE · WELFARE



### Research and consulting to realize a healthy society

We publish market research reports and provide research and consulting in healthcare-related fields such as health, prevention, medical care, nursing care, and welfare.

Since we understand government trends and the needs and issues of medical and nursing care sites, we can provide high-value-added services such as solving business issues of medical and nursing care facilities, local governments, and solution developers.

The use of IT technology and the Internet is transforming businesses in the medical, nursing care, and welfare fields. By approaching the healthcare field from a variety of angles and providing marketing support through market research, we support our clients' businesses and market creation to realize a healthy society.

#### Marketing/Consulting

- Research projects to improve the working environment at medical institutions
- Research support projects related to the promotion of medical DX
- Digital health strategy research for pharmaceutical companies
- Market trend research on health promotion and prevention projects for local governments
- Research projects to improve the quality of welfare services
- Development of evaluation methods and deployment methods for the effective use of nursing care technology
- Commissioned market trend research on businesses for the elderly

## 04 | DIGITAL TRANSFORMATION · ADVERTISEMENT · ADMINISTRATION

Utilizing research to solve business problems  
as a partner in your shared success



We conduct research on the major theme of the progress of digital transformation in various industries. Up to today, we have focused on advertising, media, content, e-commerce, and government digital transformation in particular. With advanced research and analysis by experienced researchers who are well versed in each industry, we provide services tailored to our customers' needs and help maximize business success and results.

- DX strategy consulting that analyzes ways to utilize digital technology and industry trends to propose optimal digital solutions.
- Marketing research that responds to the latest market trends in the advertising industry, including retail media.
- We provide a diverse support for administrative issues, making full use of the intellectual resources and personal networks we have built up through more than 40 investigations and support projects.

### Marketing/Consulting

- Trend analysis of major advertising platforms
- Cooperative video advertising market research
- Remote support and consulting for overseas research activities of public organizations
- Unification of core business systems of local governments
- Research and study on character requirements for standardization
- IT software vendor (ex. HR technology) selection support/consulting
- Video streaming market research

And many more



# BUSINESS FIELD

## 05 ENVIRONMENT · MATERIAL · NEW FIELD BUSINESS



**Research and consulting services using specialized knowledge in areas with potential business opportunities**

**We provide the latest information and expertise to support our clients' business development and market development, including big data analysis solutions, research report publishing, market research, and consulting.**

- Research and consulting on aging infrastructure monitoring, retail electricity liberalization, EV charging networks, home battery markets, solar power generation, etc.
- Providing corporate trend research and consulting services for biochemicals, renewable chemicals, etc.
- Providing research and consulting services for the robotics industry, including the digitalization of agriculture, 3D printers, autonomous driving technology, cleaning robots, and power-assisted suits.

### Marketing/Consulting

- Survey on trends in domestic and overseas use of wood biomass mixed combustion
- Survey on laws and regulations regarding food waste
- Analysis of trends among companies involved in hydrogen production, transportation, and storage
- Analysis of trends of companies involved in CO<sub>2</sub> capture, storage and effective utilization

And many more

# BUSINESS DESCRIPTION

## 01 In-house Planned Research/ Report publication

Since our founding in 1983, we have provided over 1,000 self-designed market research reports, and continue to publish around 70 new market research reports every year. Based on our self-designed research reports specialized in each field, we can analyze the market from various angles and use them to help our customers' business strategies.

We are committed to always providing the latest information and expertise to contribute to our customers' success.

## 02 Customized Research /Consulting

We will propose market research and custom research that meet your needs. We utilize our abundant information and extensive personal network to provide highly accurate research reports.

In our consulting services, we can provide optimal solutions to lead your business to success by utilizing the expertise and experience we have cultivated through many years of consulting experience. We will always listen to our customers' requests and sincerely support their businesses.

## 03 Project support for Government agencies, Local governments, Universities, and other academic institutions

We manage the secretariats of government agencies, academic societies, councils, and study groups. Based on our extensive experience in market research and consulting, we have been working on a wide range of tasks, including secretariats, seminars, symposiums, event management, market research, and websites, making use of our president's experience and extensive intellectual network. Through projects with government agencies, local governments, universities, and other academic institutions, we aim to develop society and build a better future by supporting public institutions in resolving their issues.



# BUSINESS DESCRIPTION

## 04 Planning and Running of Research meetings and Seminars

We plan and manage research meetings and seminars in which active doctors, university professors, government officials, etc.. Through these activities, we aim to improve the knowledge of industry groups.

- Near-future video forum, forum for creating new businesses using ICT, forum for research into creating new businesses in a hydrogen and renewable energy society, and many more.

## 05 Media Management

As a means of disseminating information, we operate three online media: "Digital Gyosei", "ExchangeWire Japan", and "Medical Tech News". Through these media, we connect with the most influential people in each industry and provide the latest information on each industry, thereby increasing our presence and influence.

## 06 System Development

In order to accurately grasp the ever-changing market and customer needs, web scraping technology that automatically collects necessary information from websites and web survey systems that enable efficient survey implementation and analysis have become indispensable tools. We provide a one-stop service from requirements definition to design, development, and operation to find the system that best suits your challenges and objectives. We provide strong support for your business through high-quality data acquisition and analysis.

Marketing

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# SEED PLANNING / THE FEATURE

01

## Specializing in cutting-edge research

We have five departments that specialize in cutting-edge research and have a wealth of experience and research reports. Our highly specialized researchers with extensive experience and a proven track record will create research reports based on the latest information and insights tailored to your needs. We provide flexible response and high-quality services to ensure the success of your business.

02

## Expert network

We build partnerships with leading experts and those with a strong track record in their fields, and collaborate with academic and research institutions. We also work to improve the skills and knowledge of our experts through regular training and information exchanges.

This allows us to have access to the latest knowledge and trends, and build a network of outstanding experts in a wide range of fields.

03

## Unique overseas network

We can provide the latest overseas case studies by utilizing our own network of overseas research institutes and experts. In addition, by working with overseas partner companies, we create our own detailed research reports, which are useful for the decision-making of many clients.

As a result, we have received repeat business from many clients.

Commerce

Econo

Marketing

Management

Market Research & Consulting

SEED PLANNING



04

## Unique healthcare professional panel

We have our own reliable physician survey panel with over 18,000 registered physicians, and can conduct surveys tailored to our clients' needs, as well as questionnaires and interviews with physicians.

In addition to physicians, we also have panels specializing in specialized fields such as pharmacists, nurses, clinical laboratory technicians, veterinarians, and dentists, allowing us to conduct one-stop surveys of a wide range of attributes.

05

## BtoB specialist panel (local government, medical, IT, advertising)

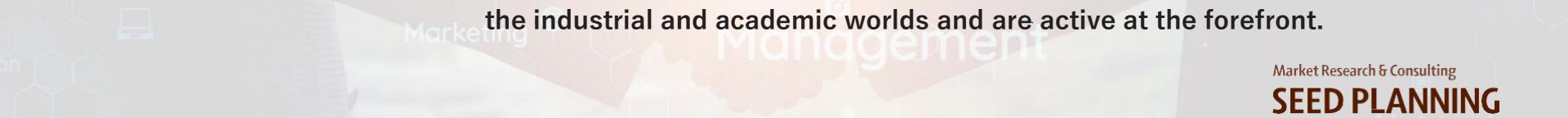
We have our own specialized panel (medical professionals, advertising industry, local government officials) that we have built up over many years of experience, and are able to conduct a wide range of research, including questionnaires.

We also create highly specialized research reports based on that information, and support the success of our clients' businesses with research using specialized panels that only a research company can provide.

06

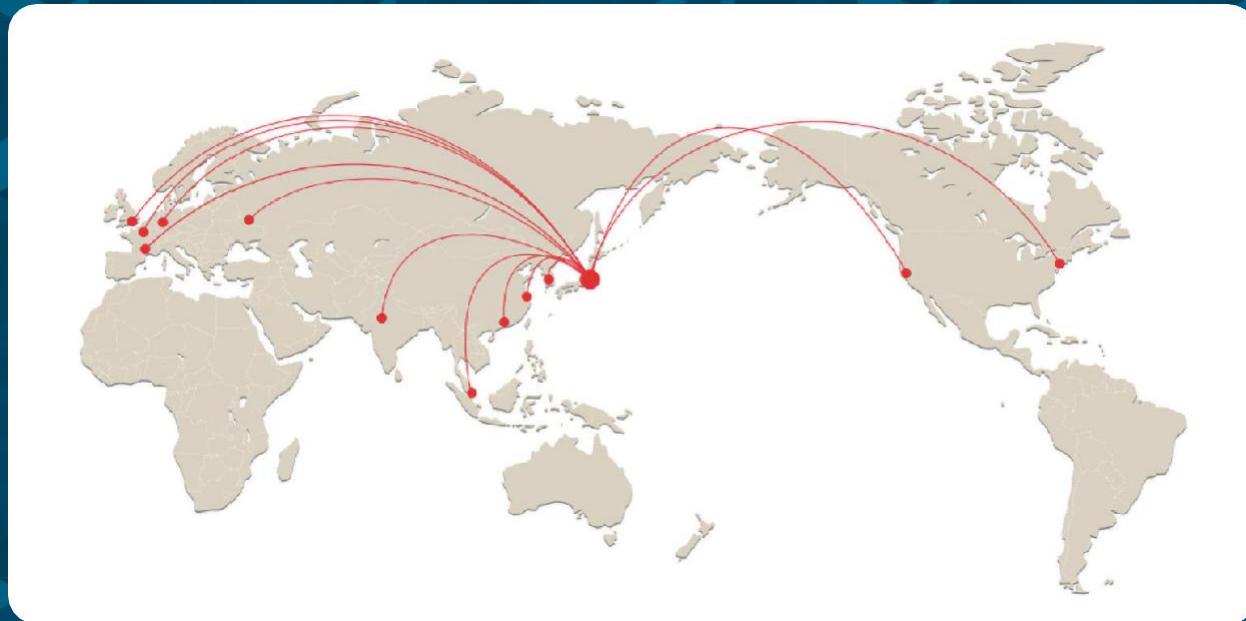
## Executive Community

The "Seed Thanks Club" is a business community created to mark the 40th anniversary of Seed Planning's founding. It is consisted of people who strongly identify with Seed Planning's business and have continued to build strong business partnerships over the years. We will support our customers in solving problems in their specialized fields by utilizing the knowledge and connections of this community, which is made up of people who have a great influence in the industrial and academic worlds and are active at the forefront.



# Overseas Network and Participating Organizations

Our market is no longer limited to Japan but has expanded throughout Asia and the world.  
As well as establishing bases in Asia, we are also expanding our network to Europe and the United States.



Locations and partners: Shanghai, Guangzhou, Seoul, Singapore, New York, Los Angeles, London, Düsseldorf, Paris, Gurgaon (India), Moscow, Grenoble

## [Participating Organizations]

General Incorporated Association

Bio Healthcare Venture Association

General Incorporated Association

Communications and Information Network Association of Japan

General Incorporated Foundation  
Digital Content Association of Japan

General Incorporated Association  
Japan Marketing Research Association

Healthcare Market Intelligence Community

European Society for Opinion and Marketing Research(ESOMAR)

And many others

## [Overseas Network]

■ **the United States**  
BCC Research Grand View Research  
Market Xcel Data Matrix  
The Link Group  
VPGMarketResearch

■ **the UK**  
GlobalData Lumany  
The Planning Shop  
Visiongain

■ **France**  
GlobalEyes Research

■ **China**  
China Research and Intelligence Holden Prof Research

■ **India**  
Azoth Analytics  
Bizwit Research & Consulting LLP  
Daedal Research  
Fatpos Global KuicK Research Market Research Future MarketsandMarkets The Business Research Company And many others



# Market Research & Consulting SEED PLANNING

〒113-0034

**Yushima First Building. 4F, 3-19-11, Yushima, Bunkyo-ku,  
Tokyo**



- Tokyo Metro Chiyoda Line ..... 「**Yushima St.**」 Exit 5
- Tokyo Metro Ginza Line ..... 「**Suehirocho St.**」 Exit 4
- Tokyo Metro Marunouchi Line ..... 「**Ochanomizu St.**」 Exit 2
- Toei Oedo Line ..... 「**Ueno-Okachimachi St.**」 A4 Exit
- JR Chuo-Sobu Line ..... 「**Ochanomizu St.**」 Hijiribashiguchi
- JR Yamanote-Keihin Tohoku Line 「**Okachimachi St.**」 South Exit 1

